

I claim:

- 1 1. A method for placing products in moving media, comprising the step of
2 inserting an identifiable representation of a product item in the moving medium.
- 1 2. A method for placing products in moving media as in claim 1, wherein
2 said inserting step comprises editing the moving medium by at least one of
3 paint, montage and animation operations.
- 1 3. A method for placing products in moving media as in claim 1, wherein
2 said inserting step comprises an instantiation of the product item as an object in
3 the moving medium.
- 1 4. Moving media containing a placed product item, comprising
2 source moving medium to which an identifiable representation of the product
3 item has been added after production of the content of the moving medium.
- 1 5. Moving media containing a placed product item, comprising
2 source moving medium in which, after production of the content of the moving
3 medium, the representation of an item in the moving medium content is replaced by an
4 identifiable representation of the product item.
- 1 6. A method of selling the placement of products in moving media content
2 released over time, comprising
3 dividing the time over which the content is released into a plurality of time
4 slots;
5 selling the placement of a product in the content by time slot; and
6 placing the product into the content released in the time slot for which the
7 product placement was sold.
- 1 7. A method of selling the placement of products in moving media content
2 released in a plurality of geographic areas, comprising

3 producing different versions of the content for different geographic areas;
4 selling the placement of a product in the content by geographic area; and
5 placing the product into the geographic version for which the product
6 placement was sold.

1 8. A method of selling the placement of products in moving media content
2 distributed in a plurality of channels, comprising
3 producing different versions of the content for different channels;
4 selling the placement of a product in the content by distribution channel; and
5 placing the product into the channel version for which the product placement
6 was sold.

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